

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

JOHN F. KENNEDY SPACE CENTER

RECOMMENDATION AND DETERMINATION TO SOLICIT FROM ONE SOURCE

It is recommended that NASA, John F. Kennedy Space Center negotiate with only Harlan Brown & Company for the 2014 Launch Services Program (LSP) customer relationship assessment.

The total estimated cost of this effort is \$ including supplies, distribution materials, travel, presentations, and reports. The estimated period of performance is award date through January 2015.

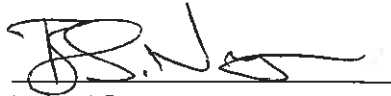
This recommendation is made pursuant to FAR 13.106, for the acquisition of supplies or services determined to be reasonably available from only one source. Competition is impractical for the following reasons:

Harlan Brown & Company (Brown) provided this same assessment in 2010 and 2012. Brown has unique mission perspectives and knowledge gained of NASA's culture, history, and customer organizational relationships as a result of compiling these assessments. The 2014 assessment must utilize the results of the 2010 and 2012 assessments to compare with the results of the 2014 assessment. The 2014 assessment must allow LSP to better understand its customer needs, concerns, and how to tailor the mission support it provides to meet mission milestones.

Brown will be requested to provide a refresher and continuance to the assessment presentation provided to the LSP management team throughout the performance period. The experience that Brown brings is compatible with the Program's needs as we instruct our entire Program, including supporting organizations and contractors, on our 2014 customer relationship assessment and actions, as well as implement the recommendations and results of the 2014 assessment. This contractor established a strong working relationship with LSP external customers and is able to give the LSP team a direct correlation of its Program customer relationships between the past assessments implementing best practices into LSP work activities.

Brown's unique combination of expertise in customer relationship assessments, including previous survey design and assessment in 2010 and 2012, provides Brown with an invaluable knowledge and versatility related to the 2014 assessment. With respect to the current assessment under consideration at this time, Brown participated in the 2010 and 2012 evaluations and has expertise in the design needs of the 2014 survey/assessment tools. Based on Brown's unique technical expertise and prior familiarity and work experience on the project, competition is impractical.

Pursuant to NFS 1805.207 and 1804.570, the proposed contract action will be synopsisized on NAIS and pursuant to FAR 5.201, the proposed contract action will be synopsisized in the Federal Business Opportunities.



Brian Norton
LSP Strategic Planning

Date 9/11/2014



Allen J. Miller
Contracting Officer
OP-LS

Date 9/15/14